



January 23, 2013

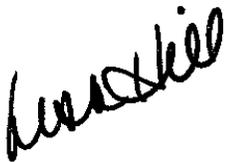
ADDENDUM 7458379A3

BID # 7458379

TITLE: FFY 2013 Continuing Primary Seatbelt Education and Statewide Public Outreach Program

SUBMISSION DEADLINE: FEBRUARY 13, 2013 @ 11:30 AM (EST)

Minutes and Attendance Sheet from Pre-Proposal Meeting held on January 17, 2013 at the Providence Community Library, 441 Prairie Ave., Providence, RI.

Lisa Hill 
Chief Buyer - DOT

Vendors must register on-line at the State Purchasing Website at www.purchasing.ri.gov.

NOTE TO VENDORS: Offers received without the entire completed three-page RIVIP Generated Bidder Certification Form attached may result in disqualification.

THIS PAGE IS NOT A BIDDER CERTIFICATION FORM

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS
RIDOT Addendum Notification

**7458379 – FFY 2013 Continuing Primary Seatbelt Education and
Statewide Public Outreach Program
(MULTIPLE CONTRACTS ANTICIPATED)**

Per issuance of RIDOT ADDENDUM # 7458379A3 the following changes are noted

- **CLARIFICATION**

All approved Grant activities shall be planned, executed and evaluated by SEPTEMBER 30, 2013, the close of the Federal Fiscal Year (FFY), and must include performance measures that generate measurable results. **Invoicing for all expenditures resulting from this Grant award will be on a monthly basis with final invoicing to be received no later than OCTOBER 7, 2013.** Applicants are advised that there is a 4-6 week processing period between the time of invoice submission and receipt of payment. If selected, should a Grant Recipient require additional **“time only”** to complete their proposed initiative beyond the September 30th deadline, a **written request for approval** must be submitted to the RIDOT/OHS no later than **SEPTEMBER 1, 2013** defining the additional time requested and the reason for the time extension. Any material changes to any Grant award issued (i.e. staffing, activities, budget etc.) must also be formulated in writing and submitted to RIDOT/OHS **for prior approval**.

Applicants are required to provide ONE (1) COPY of your organization's ***Annual Financial Operating Budget*** along with the HS-1 submission. Since the evaluation will compare the level of project complexity against project cost, each Applicant's organizational capability as well as financial capacity to provide the services proposed will also be taken into consideration.

- **PRE-PROPOSAL MEETING Q&A**

Attached responses 1 through 8 will clarify questions and comments discussed at the Pre-Proposal Meeting held on **January 17, 2013** at the Providence Community Library, 441 Prairie Avenue, Providence, RI 02905.

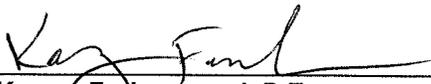
- **ON-LINE Q&A FORUM**

Be advised any pertinent questions may be e-mailed to RIDOT @ www.dot.ri.gov by accessing the questions menu (?) included along side project listing. Follow the ***“Contracting/Bidding Opportunities”*** link to locate questions menu and submit your query. Responses to questions will be posted under the same questions menu. The Q& A Forum will disable **7 FULL CALENDAR DAYS** prior to the due date for this project. **Therefore, questions will not be accepted after midnight on FEBRUARY 5, 2013.**

- **ATTENDANCE SHEET**

Courtesy copy of Attendance Sheet from Pre-Proposal Meeting held on January 17, 2013.

APPROVED:


Kazem Farhoumand, P.E.
Chief Engineer

1/23/13
DATE

RI Department of Transportation
ADDENDUM 7458379A3
January 23, 2013

Per issuance of Addendum 7458379A2 dated January 14, 2013, the proposed total dollar value of each HS-1 Application submitted has been INCREASED to a total dollar value between \$5,000.00 to \$50,000.00. As a result of this revision, the sum of all individual grant awards issued under this current solicitation shall not exceed a total aggregate amount of **\$550,000.00** for FFY 2013 selected initiatives under this RFP. Since payment for services will be issued on a reimbursement basis, RIDOT/OHS encourages community based organizations to partner with other Agencies to support the “up front” costs anticipated especially since many of the same communities are served through your endeavors.

If considering media placement as part of the project, a formal **MEDIA PLAN** is required along with your HS-1 Application. Proposed media must support a recognizable enforcement activity; under this Grant Application the messaging must convey **seatbelt safety and usage**. Be advised that any accepted media plan (i.e. public service announcement, televised talk show etc. paid for under this Grant automatically becomes the property of RIDOT/OHS and can therefore be utilized whenever needed to promote seatbelt safety with no additional compensation being paid to the Grant Recipient who created the media plan. The Grant Recipient may copyright their initiative to protect their idea from being utilized by others but RIDOT will retain the right to use this media purchase in perpetuity.

1. **Q** – Please reaffirm the focus on the “18-34 MALES” within the targeted minority communities as cited in the RFP.

A – Although current statistics show the majority of fatalities are among White males within this age group, these same statistics also show significant unbelted fatalities among 18-34 Non-White males. Since historically this minority audience has not been reached well through previous seatbelt messaging, this RFP was created to provide a focus on this age group within the specified urban communities to create and sustain a behavioral change through multicultural activities.

2. **Q** – Will refreshments be considered a “reimbursable” item?

A – If proposed seatbelt activity promotes the proper messaging/results and meets the proven demographic then collation costs will be fully-reimbursed. Invoicing must provide original dated receipts for all costs expended.

3. **Q** – With regard to “Pre” and “Post” survey requirements. Is self reporting acceptable?

A – YES. For instance, an “observational” study of vehicles entering an event documenting seatbelt usage by the passengers and then observing seatbelt usage by these same people exiting the same event would be admissible as long as your “Pre” and “Post” results are properly quantified and documented. RIDOT/OHS will provide sample/suggestions of different “Pre” and “Post” Survey materials to all Grant Recipients.

4. **Q** – If a Radio Station creates a seatbelt campaign advertisement that will air over the 6-MONTH maximum period expiring on the Sept 30th Grant deadline, can this same Radio Station continue to run this spot on air AFTER the Grant deadline expires?

A – YES. However, there will be NO additional compensation paid.

5. Q - Can a "For Profit" organization be the LEAD AGENCY under this Seatbelt Grant Application?

A – NO. A "Non-Profit" organization must be identified as the LEAD AGENCY under this Grant application; however, it is acceptable and encouraged for a "Non-Profit" to partner with a "For Profit" Agency under this RFP request or under a less than \$5K Seatbelt Grant Application which can be submitted at anytime to the RIDOT/OHS.

A "Non-Profit" may partner with a "For Profit" organization provided that the "For Profit" services are provided at no cost. For example, **AAA of Southern New England has offered to partner with one or multiple CBO applicants "free of charge". For more information please contact:**

**AAA of Southern New England
c/o Diana Imondi Dias
PHONE: 401-868-2000 Ext. 2126
E-MAIL: ddias@aaasne.com**

6. Q – Does the LEAD AGENCY have to be a "Non-Profit" organization and not a "D.B.A"?

A - YES. The LEAD must be a certified 501(c)3 "Non-Profit" Agency.

7. Q – Can any safety initiative totaling "less than \$5,000.00" be submitted at any time to the RIDOT/OHS?

A – YES. "Less than \$5,000.00" HS-1 Applications relative to any of the EIGHT (8) Highway Safety program areas may be directly submitted at any time to the RIDOT/OHS. These program areas include: **Bike Safety, Occupant Protection, Speed, Alcohol, Data Collection, Pedestrian Safety and Motorcycle Safety. Each highway safety campaign is specific to its own requirements; for instance, all HS-1 applications (UNDER or OVER \$5K) submitted for seatbelt safety must follow the 18-34 male demographic cited whereas other OHS campaigns such as motorcycle safety will follow a different targeted demographic. For more information, please contact Mr. Elvys Ruiz @ (401) 222-3024 Ext. 4441 for specific campaign information and subsequent application requirements.**

8. Q- How is "measurable" behavioral change documented through "Pre" and "Post" surveys?

A – Each Applicant must decide the "means" to achieve behavioral change through their proposed seatbelt initiative; how a change is "measured" is quantified by the number of people reached and the frequency of the activity. A minimum impact of 500 people is required under this RFP. This could be measured by a single activity with an audience of 500 or more people attending your event or it could be achieved by 100 interactions with the same 5 people. It is up to the Applicant to determine the audience anticipated and how they will quantify the required measurable impact.

-END-

+++PRE-PROPOSAL MEETING SIGN-IN SHEET+++

DATE: January 17, 2013

TIME: 2:00 PM to 4:00 PM

LOCATION: South Providence Library
441 Prairie Ave
Providence, RI

PLEASE PRINT!

SUBJECT: 7458379/ FFY2013 CONTINUING PRIMARY SEATBELT EDUCATION AND STATEWIDE PUBLIC OUTREACH PROGRAM (Multiple Awards Anticipated)

NAME	AFFILIATION	E-MAIL
D. Metakos	RIDOT	Deopung.metakos@dot.ri.gov
F. LOVERA	"	FLOVERA@DOT.RI.GOV
E. Ruiz	"	ERUIZ@DOT.RI.GOV
L. MURRAY	"	LMURRAY@DOT.RI.GOV
Kathy Kushnir	RIPCS / COZ	klkushnir@cccenter.org
Teri Gordon	Technum Associates, Inc	teri@technum.com
	Partnership for Community Schools / Child Opportunity Zones	
→ JOSEPH ANDRADO	CAPEVERDEAN AMERICAN C.A.C.D	CACONLINE@GMAIL.COM
Karen Feldman	Young Voices	Karenfeldman1@gmail.com
J Bela Teixeira	Urban League of RI	bela.tcp@gmail.com
Princess Garrett	Pawtucket School Dept Pawtucket COZ	Princess.garrett@gmail.com
Lorraine R Almonte	Latino Public RADIO	lalmonte@lprri.org
Elizabeth Connolly	Brain Injury Assoc. of RI	elizabeth@biaofri.org
Michael Ryan	RIFC	mike@write-ryan.com